



MICHIGAN Wine Collaborative

PO BOX 4243
Traverse City, MI 49685 (269)615-8739
www.michiganwinecollaborative.com

For Immediate Release:

CONTACT: Emily Dockery (MWC)
Executive Director)

Info@michiganwinecollaborative.com

DATE: MAY 3, 2021

SUBJECT: MI Wine Month 2021

For more information on virtual events, new wine releases, deals and other opportunities to support Michigan wines, please visit:

www.MichiganWineCollaborative.com

www.facebook.com/michiganwinecollaborative

vintagemichigan.wildapricot.org

www.michiganwinecountry.com

***Make sure to tag us as you
#DrinkMIWine!***

***To View the Vintage Michigan
MI Wine Month Event
Calendar Scan the QR Code
Below!***



PO BOX 4243 Traverse City, MI 49685
269-615-8739

Michigan Wine Collaborative Announces May is 'Michigan Wine Month'

The Michigan Wine Collaborative (MWC) is thankful to Governor Gretchen Whitmer for the opportunity to officially announce May 2021 as **Michigan Wine Month**.

The theme of 2021 Michigan Wine Month is "Michigan Wine For All". The Michigan wine industry has an economic impact totaling \$5.4 billion in the state of Michigan, including providing 47,000-plus jobs equaling \$1.8 billion in wages, according to a 2017 study conducted by John Dunham & Associates. MWC is committed to increasing inclusion and expanding those numbers and our industry.

In addition to uniting the entire MI wine industry, Michigan Wine Month is dedicated to educating consumers across Michigan and beyond about the quality and variety of world-class Michigan wines and the potential of our industry. We also strive to inspire MI wine consumers to consider careers in the MI wine industry .

Support your local farmers, winemakers, hospitality workers, and our local wine industry by drinking and sharing Michigan wine all month long, and beyond.

This is a time we celebrate the return of MI Wine Country season. Make sure to visit your favorite Michigan tasting rooms...and maybe some new favorites too, but please do it safely, social distanced, and masked up...remember to be kind too! We are up to 170 wineries in Michigan with something to offer to every kind of wine drinker. Help our tasting rooms #StaySafeStayOpen by supporting your local tasting rooms and those across the state!

Cheers to Michigan Wine Month!

Sincerely,

Dr. David Miller
President

Michigan Wine Collaborative